

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN  
MEDIA AND JOURNALISM**

**EPSC 411: PERSONALITY AND GROUP DYNAMICS**

**STREAMS: B.A MEDIA & JOURNALISM**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 16/12/2024**

**8.30 A.M. – 10.30 A.M.**

---

**INSTRUCTIONS**

- ANSWER ALL QUESTIONS IN SECTION A AND ANY OTHER TWO IN SECTION B.
- DO NOT WRITE IN THE QUESTION PAPER.

**SECTION A**

Q1 (a) Demonstrate your understanding of the following concepts. **(10 marks)**

Personality  
Instincts  
Group Dynamics  
Primary group  
Situational leadership

(b) Explain two principles applied in the assessment of personality. **(4 marks)**

(c) Evaluate the significance of social facilitation in the performance of group tasks. **(6 marks)**

(d) Discuss with relevant examples the roles of any five types of groups in contemporary Kenyan society. **(10 marks)**

**SECTION B**

2(a) Describe with relevant examples the types of social loafing that may occur in performance of group tasks. **(5 marks)**

(b) Examine the role of any five defense mechanisms in managing anxiety. **(15 marks)**

3(a) Discuss with relevant examples any four factors that influence the development of personality. **(8 marks)**

(b) Evaluate critically the impact on group dynamics of any four personality traits. **(12marks)**

4 (a) Describe with appropriate examples any two leadership styles that are prevalent in Kenya.

**(4 marks)**

(b) Discuss any three factors that influence performance of group tasks.

**(6 marks)**

(c) Examine five methods applied to assess personality.

**(10 marks)**

---